

## DIAGRAM 29: Competitive Landscape

SMS Marketing  
\$12.6B (2024) → \$29B (2030)



### Competitors

Twilio  
\$0.0075/SMS  
Market leader

Plivo  
\$0.0035/SMS  
Cheaper alternative

Vonage  
\$0.0045/SMS  
Enterprise focus

MessageBird  
\$0.0050/SMS  
Global reach

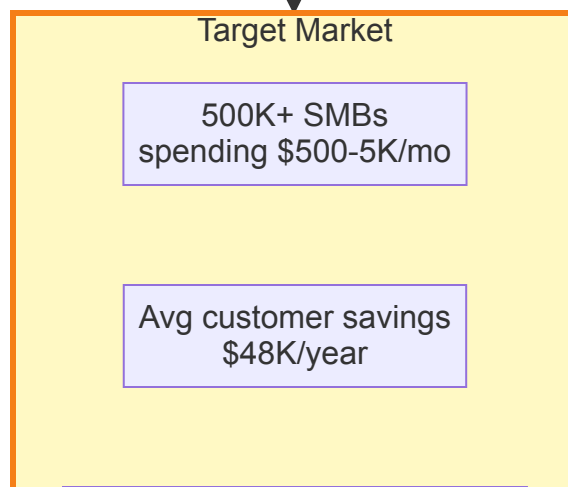
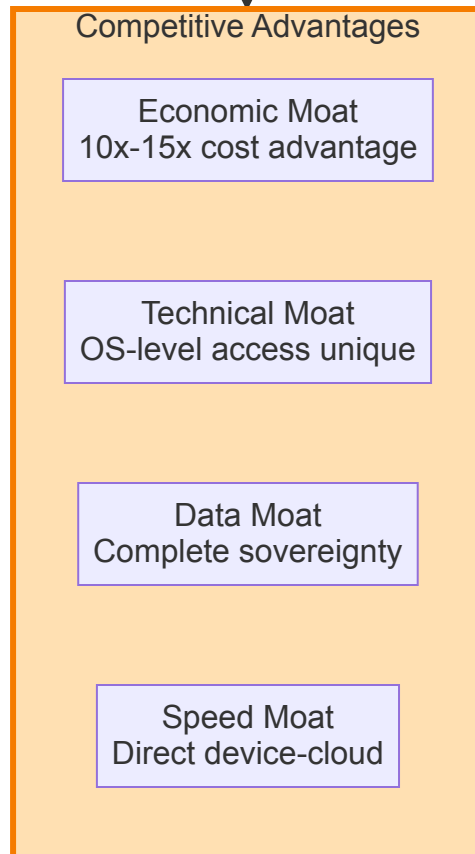
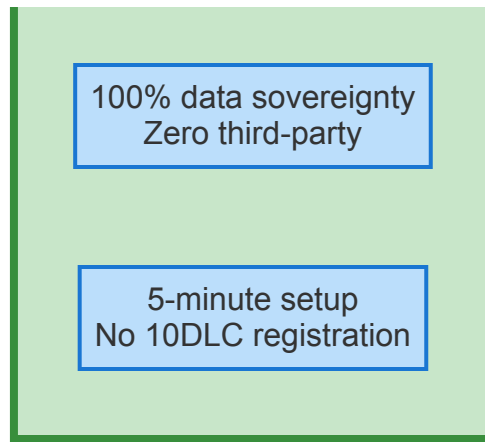
Bandwidth  
\$0.0040/SMS  
Carrier-grade



### SIMBRIDGE

\$0.001/SMS  
93% cheaper than Twilio

1.4s latency  
50% faster



TAM: \$6B  
(50% of SMS gateway market)